

Meeting Name: **MN Masters LMSC Board Meeting**

Date/Time of meeting: **March 21, 2017 6:30 PM**

Chair: Krisie Melsen

Minutes Recorded by: Carrie Stolar

Motions Passed:

- 1) Board MSA approved minutes from the 2/28/17 board meeting.

Number of Attendees: 8

Executive Committee members present: Carrie Stolar, Dave Kough, Krisie Melsen, David Bergquist, Darrell Smith

Executive Committee members on conference call:

Board Members Present: Hannah Cohen, Tom Moore

Board Members on conference call: Marc Anderson

Other Members: Amy Krauss Mead

Minutes:

The meeting was called to order at 6:40 pm

- 1.) Treasurer: Tax return is done. Annual reporting is now complete. Financial reports are loaded on the collaborative site. Still wrapping up Edina meet financials.
- 2.) Chair: Houston LMSC leadership summit recap:
 - Great for networking within USMS and LSMCs. As a board, MN is one of the more active Boards.
 - For MN and the rest of the LMSCs, the majority of our members are fitness swimmers as only about 25% of our members participate in competitions. How do we reach the thousands of Fitness Swimmers? Discussion: Volunteers tend to also swim in meets. Many fitness swimmers simply want a good workout, however, once you get individuals to compete...they are hooked! The ones that don't compete are more likely to drop their membership. For former competitive swimmers, there is a tough psychological hurdle to overcome as they will never be as fast as once were. Others are afraid of meets (those that have never swum in a meet).
 - Our LMSC: We have the same obstacles as a lot of other LMSCs. We need to outreach to our coaches. They are our link to all of our swimmers at all levels. Most coaches are not informed as to what we do as a board. Significant Opportunity.

- How do you get more volunteers? Suggestion: We all bring one swimmer to a future board meeting so that they can see what we are all about.
- 3.) Registrar: 1077 registrations, 25 workout groups (10 LTF); Pam is making an effort to convert unattached to club swimmers (MN).

END OF BOARD REPORTS

COMMITTEE REPORTS

1. Website: Analytics were added to the website.
 - Tom: One of big initiatives at national level is to redesign the USMS website. It is currently not mobile friendly. The Webmaster function should be a marketing function not an IT function. The goal is to create a more dynamic and fluid website. LMSCs might have the potential to get a standard platform from USMS, but this is at least a year away. This will affect how hard we want to push to redo our website and how much money we want to spend now.

Discussion: Should we put redesign on hold? YES...especially since we don't have the manpower now. We shouldn't spend money on it but if can find a volunteer to work on it, it could be worked on now and then do it again. Decision: Website redesign is on hold unless a volunteer is found to work on it.
2. Records: The records are up to date on the website. FINA also published its Top Ten lists.
3. HOF: In April/May, the committee will send out requests for nominations to start the process for the new HOF class.
4. USMS Monthly Board Meeting: Dawson gave the CEO report:
 - i. IT project (see above)
 - ii. Dawson and national office are trying to be more active. They are trying to determine the roles of volunteers leading committees vs. employees of national office and how those should be balanced.
 - iii. ALTS is the big push for April.
 - iv. Google analytics have been added to the USMS website. They are trying to determine who is coming to website who aren't members.
 - v. In the fall there will be a program called "Try Masters swimming" to encourage people who aren't currently members to check it out. Tom asked him to inform LMSC leadership before program begins.
 - vi. Oct 14 Coaches certification USMS In Minneapolis
5. Open Water: 5 and 10 mile races are planned. We discussed a future open water swim in Duluth which Scott would run. Potentially a wet suit swim given the mid-August timing.
6. Officials: We don't need ISMs this year. Beth Dalton had lined them up for OW swims. We do need Safety Directors
7. ALTS: We trained 12 instructors over the weekend. We currently have 32 swimmers. We will be holding 3 half hour lessons for four weeks. Next year we hope to hold the lessons at St. Catherine's again, with a session at Phillips in the future?
8. Team MN: 13 are signed up for Riverside (MN Swimmers) currently. We should ultimately have 15 to 20. Alyssa is working on the t shirt and logo
9. Meet Committee: 123 early registrations (71 last year) for state. A Committee Meeting will be held tomorrow. For state we need meet director for Saturday and help with set-up.

10. LC Nationals: Swimmers will be allowed to swim the 800 or 1500, not both. NQT required for 1500. The schedule has been determined by USMS. Social: Saturday night MN Loons (soccer) playing at TCF vs. Seattle Sounders. We will be offering a food option and game ticket. This will be the main social event for Nationals. Still in need of Sponsors! The site visit is next week for the championship committee and USMS.
11. Idea: Board members should go visit workout groups and clubs in MN. Goal: Attend a workout over the year at a workout group with whom you haven't previously swum!

Ongoing Action Items:

- 1) Committee chairs to get all voting members of their committees to sign the Conflict of Interest Certification (ongoing).**
- 2) Survey membership for volunteer interests. Add monthly meetings in blast. Tom to write invitation, create simple survey, and compile list of what recruiting for.**
- 3) Renew your USMS registration and send the confirmation to Dave for reimbursement for Executive Board members and Committee Chairs that will be continuing in their roles for 2017.**
- 4) Carrie is still seeking sponsorships for the 2017 LC Nationals.**
- 5) Alyssa to look to drive traffic to the team identity site. (Waiting on new logo).**

New Action Items:

- 1. Coordinate Nationals booth for state.**
- 2. Alyssa to talk to a graphic artist and send themes regarding the MN Masters logo.**
- 3. Bring a friend to future Board meetings! Ongoing open invite. Let Krisie know if you are planning on bringing someone (room constraints).**

Date of next meeting: Tuesday, April 25, 2017

The meeting was adjourned at 8:10 PM.

Respectfully submitted,
Carrie Stolar (Secretary)